

Financial Management Objective Homework

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Academy Class #: N322

I plan to accomplish the following objective by our next class on: Increase our Collision Center closing percentage (estimates written/estimates turned to RO's) to over 70%.

Provide the relevant composite data

Department	Month	Page	Column
Collision Center	Jan	29	57

Action Plan

Area of Focus: The goal is for our estimators to convert 70% of the estimates that they write to RO's. We've found this to be the key factor in hitting all Collision Center Sales objectives. Each estimator needs to put in the time making day after phone calls to assist each customer thru the repair process and to make sell.

What is the proposed plan? The plan is to meet with all estimators to communicate the current goal of closing 70% of estimates written, along with a 3 month history of what their individual closing percentage was.

How will you achieve it? First we are going to communicate the goal to the estimators, second report on it daily with a "traffic report" from CCC. Any estimator not meeting goal will be required to meet with me to create individual action plans. Third if the goal is not being achieved change pay plans to reflect the goal or change estimator.

How will you track your progress? We will track our daily progress with a "traffic report" created in CCC that will track the amount of estimates written, how many were converted to RO's and the sales dollars associated with it.

In addition we have a compelling scoreboard where everyone can see their individual score along with their peers to create some competitiveness.

Lastly we will track in our progress in the NCM report.

What measurements, KPI's? Closing Percentage

How often will you track? The “traffic report” will be handed out to each estimator daily at 9:00 am, the scoreboard will be updated every day after the report is handed out.

Who are the employees that will be involved, or impacted? All estimators will be required to hit the 70% closing goal. I will also be involved in the daily reporting of the traffic report, scoreboard updating, and one on one meeting with estimators that are not hitting goal.

Will they require training or assistance? It may take some phone sales skills, but I believe our estimators have the skill set to sell the jobs but just don’t always put in the time. The assistance will come into play on the one on one meetings where we develop action plans on how to achieve the 70% closing percentage.

Is there a cost, or estimated cost for implementation? No cost, the “traffic report” can be created in CCC and we already have a large whiteboard to create a compelling scoreboard that anyone would be able to tell the story within 3 seconds.

Projected date of completion? This will be an ongoing report and tracking goal.